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## ABSTRACT

Lightweight advertising emblems that are readily knocked down into compact packages are mounted upon light standards or upon free-standing masts which use bases that incorporate local ballasting agents such as paving stones, gravel, sand, stones or water. The emblems have a display surface which may be planar, or may be wrapped to form a three-dimensional object, such as a giant sized paper drinking cup, complete with straw, an olympic style torch or other representation. The display surface is preferably of knitted material such as a polyester fabric, that may be printed upon by a silk-screen process, and is highly resistant to creasing. In the case of planar, banner-like displays, the mounting may include a rotary bearing, to permit weathervaning of the banner, for minimum wind resistance and dynamic display.